



CPSC
2022



CUSTOM PARK
STANDARD
CALCULATIONS

City of Hermosa Beach
Parks & Recreation Master Plan Proposal



RJM DESIGN
GROUP

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Cost Proposal (under separate cover)



Cover Letter

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October 19, 2022

John Jones, Project Manager
City of Hermosa Beach
Community Resources Department
710 Pier Avenue
Hermosa Beach, CA 90254

Re: City of Hermosa Beach Parks and Recreation Master Plan

Dear Mr. Jones:

RJM Design Group, Inc. is pleased to submit our proposal to the City of Hermosa Beach for the City's Parks and Recreation Master Plan. We are excited to assist in the City's goal of providing excellent recreation services and facilities to the community. The Parks & Recreation Master Plan will listen to all voices in the community and offer multiple chances to participate in the process through different outreach tools, as well as a project website that will be accessible throughout the duration of the project.

National Standards can be a good reference point for benchmark for comparison, however they shouldn't replace the need for a local analysis. Responsible growth is based on local community needs. Simply having parkland is not enough. Providing the right types of parks and amenities is critical to fulfilling a community's recreation needs. Community inspired spaces connect people to parks through a deeper sense of ownership. When parks align with community needs, recreation is balanced and may avoid costly, unnecessary facility improvements that can increase maintenance and operation costs. Our process will help guide the future of parks and recreation in Hermosa Beach. Regular monthly meetings with the City's Team will allow the project to remain on schedule and meet the goals of the project.

Based upon our previous experience, we have developed a Scope of Work which defines a timely and efficient approach to the update with the latest tools in community recreation planning available. For this project, the management contact is Zachary Mueting and the project manager contact is Kristen Schnell. We estimate the timeline to be approximately 1-year to complete this project. If you have any questions or comments after reviewing our proposal and checking our references, please do not hesitate to contact us.

Respectfully submitted,

RJM DESIGN GROUP, INC.

A handwritten signature in blue ink, appearing to read "Zachary M. Mueting", is written over a faint circular background.

Zachary M. Mueting, LLA
Principal

Firm Information

Established in 1987, RJM Design Group has evolved into a multi-disciplinary landscape architectural, planning, and design firm committed to serving the needs of cities, public agencies, and organizations throughout California. RJM is comprised of talented individuals with varied backgrounds and interests. Among these dynamic professionals are licensed landscape architects, designers, and planners, most of whom are LEED Accredited Professionals. Each person brings a unique, yet complementary experience and passion to the firm, who will be dedicated to the duration of the project as needed.

Firm Legal Name	RJM Design Group, Inc.
Type of Business	California Corporation, SBE
Number of Years in Business	35 Years (Since 1987)
Federal Tax ID #	33-0254945
Contact Information	(949) 493-2600
List of Owners	Larry P. Ryan — President, larryr@rjmdesigngroup.com Zachary Mueting — Secretary, zach@rjmdesigngroup.com
Principal Contact	Larry P. Ryan / larryr@rjmdesigngroup.com
Office Location	31591 Camino Capistrano, San Juan Capistrano, CA 92675
Firm Size	17 Personnel
Personnel	(10) Licensed Landscape Architects, Project Managers (5) Technical Support (4) Administrative Support (3) LEED Accredited Professionals (2) Certified Arborists (2) FAA Part 107 Licensed Pilots



Project Understanding

RJM Design Group's Parks and Recreation Planning Toolkit is the result of over 30 years of experience in park and recreation planning and analysis.

In each community that RJM has developed a successful Master Plan there has always been a need for local trends vs. national standards.

RJM's Toolkit empowers cities, districts, and municipalities to take control with powerful data, but without costly planning efforts. Deploy only the tools that meet your community's needs.

Why plan for the future?

The pandemic has caused an economic shift, resulting in budget cuts that are having a significant impact on our resources. Our communities look to local open space and recreation to increase their quality of life.

Recreation is the backbone of every community. Now is the time to evaluate just what resources we need and how to preserve them. Using the tools available to you, your agency can grow out of these hard times better than ever with focused planning based on local community needs.

What sets your agency apart from other neighboring communities?

Its people. So why use anything else other than specific local analysis? Every community is unique in not only its demographics but its climate, geolocation, economics, and recreation trends. So specific are our communities that applying a template from another distant agency is nothing more than a best guess.

No more large costly planning updates!

Always stay up to date with your community recreation planning. The RJM planning toolkit offers individual tools that can be utilized for a fraction of the cost of large comprehensive master plan projects. This allows you to focus research and planning in key areas you deem necessary without having to redevelop an entire master planning document.

South Park Playground | Hermosa Beach, CA
Source: www.tinybeans.com

Organizational Chart



Project Approach

Project Overview & Deliverables

We have developed the following project approach with five overall phases. Phase I outlines the project management and meetings for the duration of the project. Phase II will focus on updating the existing conditions of Hermosa Beach's parks, recreation facilities, programs, and demographics. Phase III will encompass our community outreach tools including RJM's innovative online virtual and/or in person meetings, project website, and community feedback. Phase IV will include a review of all the community data collected and prepare a meaningful analysis that will support future recreation planning. Phase V will investigate current policies, staffing, funding, and maintenance practices and offer recommendations. Lastly, Phase VI will be a summary of research, in an easy to read document, illustrating the Parks and Recreation Master Plan for Hermosa Beach:

Phase Name	Tool	Deliverables
Phase I: Project Management	<u>Tool 1:</u> Scalable Project Management	<ul style="list-style-type: none"> ▶ Project schedule ▶ Monthly virtual meetings ▶ Online resource FTP site
Phase II: Existing Conditions Analysis	<u>Tool 2:</u> Existing Documentation Review <u>Tool 3:</u> Inventory of Recreation Facilities, Parks and Programs <u>Tool 4:</u> Demographic Assessment <u>Tool 5:</u> Local Trends Analysis <u>Tool 6:</u> Custom Park Standards Calculations (CPSC)	<ul style="list-style-type: none"> ▶ Existing documents summary ▶ Parks, facilities, and joint use school inventory database in GIS ▶ Parks, facilities, and joint use school inventory maps ▶ Gap analysis maps ▶ Recreation programs and service inventory ▶ Programs and services assessment ▶ Demographic assessment summary ▶ Local trends summary ▶ Local demand / need analysis for organized sports
Phase III: Public Outreach and Engagement	<u>Tool 7:</u> Community Engagement	<ul style="list-style-type: none"> ▶ Project website development & updates ▶ Virtual and/or in person meetings and summaries ▶ Stakeholder interviews summary ▶ Multi-modal survey and report
Phase IV: Needs Analysis and Recommendations	<u>Tool 8:</u> Community Needs Assessment <u>Tool 9:</u> Recommendations and CIP	<ul style="list-style-type: none"> ▶ Community needs assessment and prioritization matrix ▶ Acreage analysis ▶ GIS mapping of community needs ▶ 15-year priority CIP Plan
Phase V: Management, O&M, and Financial Analysis	<u>Tool 10:</u> Policy Review and Recommendations <u>Tool 11:</u> Operations and Maintenance Plan <u>Tool 12:</u> Financial Analysis Plan	<ul style="list-style-type: none"> ▶ Policy Review and Recommendations Summary ▶ Operations and Maintenance Plan Summary ▶ Financial Review, Funding Sources, and Recommendations
Phase VI: Report Development	<u>Tool 13:</u> Report Development and Documentation	<ul style="list-style-type: none"> ▶ Appendix Document ▶ Powerpoint presentation ▶ Final Draft Report ▶ Final Report

Scope of Services

Phase I: Project Management



Source: www.hbcasd.org



Tool 1 Scalable Project Management

Clear communication is critical in any endeavor. RJM will hold regular virtual meetings with the City monthly to review progress, present information, and recommend direction throughout the project. These virtual meetings enable strong team collaboration and unity in decision making as the project develops.

Additionally, a project team online resource FTP site will allow for easy file access and document review for all team members. This will ensure everyone has access to the latest reports, and graphic illustrations available. Based on select tools, we will create an online project dashboard where you can see results from public comments live as they come in eliminating the “wait” for consultants to gather and report back.

Phase II - Existing Conditions Analysis



Tool 2 Existing Documentation Review

Knowing what documents exist and how they relate to one another can help guide planning to ensure there are no conflicts or overlapping efforts. RJM will review related documents pertinent to your planning process and generate a database of existing resources as well as a summary document highlighting key elements. Understanding the history of past planning projects enables you to carefully navigate future planning efforts free of potential conflict.



Tool 3 Inventory of Recreation Facilities, Parks, and Programs

Recreational Facilities and Parks

Understanding where parks exist is not enough in today's world. RJM utilizes the power of ESRI to truly map out community needs and identify underserved areas where park quality, safety, and accessibility may be impacting disadvantaged communities. The city's 2 miles of beaches and shoreline will also be considered.

We will verify the City's existing parks and facilities list, as well as provide updates to the City for their use. Specifically the GIS dataset will include:

- Geolocate city-owned parks and recreation facility parcels. Developed park profile sheet with aerial and boundary of each park site.
- Quantify select city-owned park passive and active recreational amenities (i.e. ballfields, basketball courts, dog parks, tennis courts, restrooms, and playgrounds). Prepare database to include a list of amenities specific to each park site and field verify condition of park amenities.

The inventory will be analyzed by service area and parkland acreage to identify under served neighborhoods or community planning areas. Map exhibits will be developed to determine the distribution and trail connectivity of recreation facility types throughout the city. The results will illustrate gaps in balancing the equitable distribution of service and opportunities for all ages and income levels.

Recreation Programs

Our team shall provide an inventory and evaluation of existing recreation programs provided by the City. RJM shall analyze the City's current program offerings in terms of attendance, use of space, and consistency with current recreation trends in the leisure services industry. The program evaluation shall provide analysis and rating of how well the Department is doing in the areas of programming for tiny tots/toddlers, youth/teens, adults, families, and seniors (active and mature). The evaluation shall indicate any gaps in service and what programming changes/additions the City of Hermosa Beach should consider implementing in the future to fill those gaps and meet new recreation trends.

Our team will work with staff to evaluate existing levels of social service and recreation program services within the City's sphere of influence, public and private, to determine adequacy of current social service, and accessible recreation opportunity for all City residents.

Additionally, an analysis of best possible providers of community and recreation facilities shall be developed. It will include an analysis of possible competition or duplication of services through other public and private service and facility providers, and recommendations for minimizing duplication and/or enhancing possibilities for collaborative partnerships where appropriate.

3:44

Collect

Take Photo

Library

PARK NAME:

South Park

DATE:

10/14/2022

INVENTORY ITEM:

Walking Trails

Condition:

Excellent

Good

Satisfactory

Poor

Notes:

None



Parks Inventory

Field data collection is conducted using the Esri Collector app to develop a digital inventory of existing city-owned parks.

This inventory provides detailed information such as the geo-location of site amenities and maintenance conditions.





Tool 4 Demographic Assessment

Understanding the recreation needs and preferences of City residents first depends upon an understanding of the population and its demographic characteristics. Steps in this process involve a review of data regarding the City's population base as defined in the latest census, ESRI Tapestry Dataset, and the American Community Survey (ACS). As available, demographic data regarding age, household size, ethnic profile and income characteristics will be used in the analysis.

Detailed demographic data regarding such variables as age, ethnicity, household size, and income as well as special populations which may require specialized or disproportionate services and programming, such as seniors, teens, pre-schoolers, second-language learners, individuals with disabilities, military families and veterans will be analyzed in order to identify unique populations for use in the demand analysis. Special attention will be given to any sub-groups of the population that show unusual trends of change.



Tool 5 Local Trends Analysis

Recreation is as broadly defined as the number of communities across in the US today. Geography, climate, and culture all impact what recreation activities take place. RJM will research trends and issues relevant to your region identifying potential recreation influences in neighboring communities. This analysis will not be the soul source for developing recommendations but provide valuable insight into potential regional influences and how they may impact local demand. Our team will also identify how COVID has impacted parks and recreation and what that impact will have in the future.



Understanding **who** the community is and **where** they recreate is vital to the development of a successful road map for the future.

City of Hermosa Beach Tapestry Map & Demographics

KEY FACTS

19,601
Population



2.1

Average
Household
Size



38.8

Median Age

PHYSICAL ACTIVITY RATES



51.0%

Exercise at home 2+
times per week



19.5%

Exercise at club 2+
times per week

TAPESTRY SEGMENTS



3A

Laptops and
Lattes
4,292
households

46.7%
of Households



2A

Urban Chic
3,422
households

37.2%
of Households



2D

Enterprising
Professionals
758
households

8.2%
of Households



POPULATION GROUPS



22%

Pop <19



24%

Pop 19-34



39%

Pop 35-64



16%

Pop 65+

Phase II - Existing Conditions Analysis continued



Tool 6 Custom Park Standards Calculations (CPSC's)

RJM will prepare and conduct a Sports Organization Specific ESRI Online Survey. The survey is specifically designed to collect valuable information regarding facility usage, team size, recreation seasonality, and player volume that is key to calculating the city's local demand for sports facilities. The results will be tabulated and used to verify and update the participation rates in selected sports for use in the demand analysis and calculation of the City's local community parks standard. This standard will represent the unique local demand not just a national averaged benchmark.

Considering the current inventory of recreation facilities, we will identify surpluses and deficiencies in existing parks and recreation-related facilities to serve the community as it exists now and with projections to 2032. One of the primary advantages to this methodology for determining need is that it provides a quantitative, unbiased evaluation of the surpluses and deficits in the City's parks and recreation facilities, both currently and in the future.





Phase III - Public Outreach and Engagement

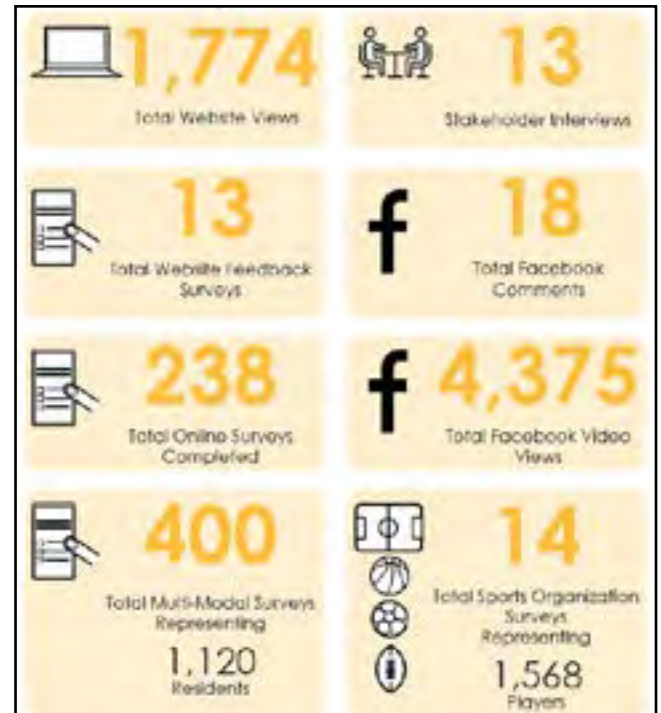


Tool 7 Community Engagement

Your most robust tool is the ability to reach out to your community in a meaningful two-way dialogue. Find out what, where, and how your community recreates. Over the years technology has changed and so has the trend in which community residents communicate. There is no one prescriptive method that is a catch all for any community. Community input no longer rests on a one-night workshop. People take part in surveys and feedback sessions when it is convenient with their schedules. We engage the entire community and not just a handful of special interests through the following outreach elements

Project Portal / Website Development

RJM will develop a project website in the ESRI story map platform where the community can learn about the project, understand the extent of planning considerations, and provide feedback. This website will be a hub for community collaboration and meaningful two-way feedback. This continuous public dialogue will ensure maximum opportunity for all community members to become informed and involved in the development of the Parks and Recreation Master Plan. As each of the following outreach efforts are completed, the results will be posted. This method enables continued community involvement for the life of the project. At any point during the project the community can provide direct comments via a "Feedback" button on the website. As feedback is recorded it will be reviewed and shared with the project team.



Sample of Community Engagement Outreach Participant Totals (San Dimas)



**Hermosa
Beach
Project
Portal**



Your community
can view current
reporting on
the project

RJM Design Group
October 13, 2022

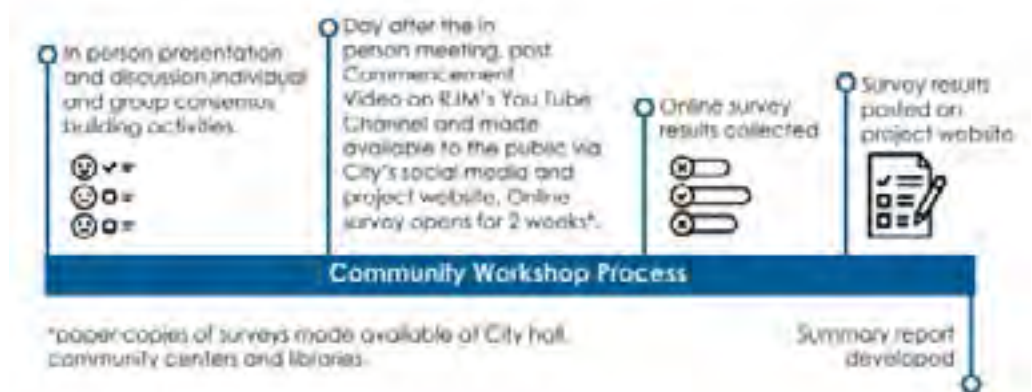
Scan the QR code, go to <https://arcg.is/1OjG5X0> or click the photo to see a project portal/website sample.

Phase III - Public Outreach and Engagement *continued*

Stakeholder Interviews or Focus Groups

Soliciting the attitudes and perceived needs of community stakeholders is an essential element for a successful Master Plan. Often involved in the front lines of community recreation support and programming, stakeholders have a unique understanding of community desires.

One-on-one interviews will be conducted with selected key stakeholders such as members of the City Council, parks, recreation, and Community Resources Advisory Commission, City Manager's Office, and School District representatives. RJM will work with staff and L.A. County Beaches & Harbor, to identify interviewees. Estimate twelve (12) interviews to be conducted via online virtual meetings.



Community Workshops

Since 2020, we have seen an increase in community participation using virtual workshop methods, such as an online commencement video and online surveys available on the project website. The community now has the choice to participate in community workshops in person or virtually on their own schedule. Each "in person" community consensus building workshop includes a two (2) hour session, inclusive, for up to fifty (50) participants. Each online survey includes summarizing up to (300) responses. We propose to work closely with City Staff to organize and further define the approach to be used in this process. City to provide and manage all PPP requirements as mandated by the CDC and state of California. We will coordinate with City staff for the promotion of the workshops, scheduling, and the provision of staff to assist with the workshops. Our workshop methodology is designed to arrive at consensus regarding the priorities perceived by the public for improvements to the parks, recreation facilities, programs, and services.

Workshop No. 1

The first workshop will solicit community input on the characteristics, issues, and trends the City is currently facing. An online survey will also be available for residents that are unable to attend the workshop and will be active for (2) two weeks. The information gathered will be used identify key ideas and desires to be explored in the future surveys and outreach efforts.

Workshop No. 2

The second workshop will focus on parks, facilities, and programming needs. This workshop will begin with a presentation illustrating the results of past efforts and soliciting further information on the prioritization of the desired recreation improvements. This workshop will also promote an online survey option. The online survey will stay live for (2) two weeks allowing all community members to take part at their own pace.

Workshop No. 3

The final community outreach event will involve sharing all the past outreach results as well as the facility and program prioritization survey summary. At the conclusion of the presentation our team will host online survey will also be available for residents that are unable to attend the workshop and will be active for (2) two weeks for residents to weigh in and vote on the results.

Phase III - Public Outreach and Engagement *continued*

We will also make paper copies of the survey available for distribution at City Hall and other locations as requested. Paper surveys will be collected, and data entered by City staff to be counted with online survey responses.

Each workshop also includes a 5-10 minute commencement video that replicates the in-person presentation. The commencement video is made available on the project website for community members unable to attend the in-person events.

Statistically-Valid, Multi-Modal Community Survey

To ensure we reach out across the entire community we utilize a multi-modal survey methodology, meaning that we will conduct surveys via telephone and online modes using our live professional interviewers and secure online platform. A multi-modal approach maximizes the accuracy and reach of the research, increases participation rates, and minimizes response bias. We recognize that some residents' are more likely to respond to an email or text message and complete a survey online. We have also seen some limited evidence that those responding online (without the intervention of a live interviewer) may offer different responses to questions. For those reasons, we recommend conducting a portion of the survey online. Our online survey platform is compliant with Federal Section 508 (and WCAG guidelines) which ensures accessibility by people with disabilities. We will also make paper copies of the survey available for distribution at City Hall and other locations as requested. Paper surveys will be collected, and data entered to be counted with online survey responses.

English and Spanish are included, and we place no limit on Spanish language responses. We initiate all interviewing calls with live-US based interviewers in English and switch to Spanish only upon request or when a clear language communication issue presents itself. We take data integrity and privacy seriously. All client materials are hosted in a secure digital cloud environment. We use 256-bit Advanced Encryption Security to keep your data and the data of your residents secure. This is the same level of encryption used by the U.S. Government. For the statistically valid multi-modal survey, we recommend surveying 300 residents', which will yield a margin of error of +/-5% with a confidence level of 95%. There are 24 questions for this survey.

To promote project branding and ease of community endangerment our team has purchased the domain "HermosaBeachMasterPlan.com" for survey and internet announcements. To ensure we reach out across the entire community we utilize a multi-modal survey methodology, meaning that we will conduct surveys via telephone and online modes using our live professional interviewers and secure online platform. A multi-modal approach maximizes the accuracy and reach of the research, increases participation rates, and minimizes response bias. We recognize that some residents' are more likely to respond to an email or text message and complete a survey online. We have also seen some limited evidence that those responding online (without the intervention of a live interviewer) may offer different responses to questions. For those reasons, we recommend conducting a portion of the survey online. Our online survey platform is compliant with Federal Section 508 (and WCAG guidelines) which ensures accessibility by people with disabilities. We will also make paper copies of the survey available for distribution at City Hall and other locations as requested. Paper surveys will be collected, and data entered to be counted with online survey responses.

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Phase IV - Needs Analysis and Recommendations



Tool 8 Community Needs Assessment

The strength of the Parks and Recreation Master Plan will largely rest on the successful outreach efforts and thorough analysis of the results. The assessment will not only convey the results among residents as a whole, it will also detail how the results vary across important subgroups of residents such as age, gender, location within the City, presence of children in the home, as well as length of residence and other factors. Using the ESRI Tapestry community dataset RJM can analyze the micro demographics to determine not just priority of recommendations but the impact on the location of the recommendations as well.

Each of the community engagement strategies employed will be analyzed and combined into a single engagement needs matrix graphic. This graphic will illustrate the community needs that have the most significant impact as well as other trending recreation desires among the community.

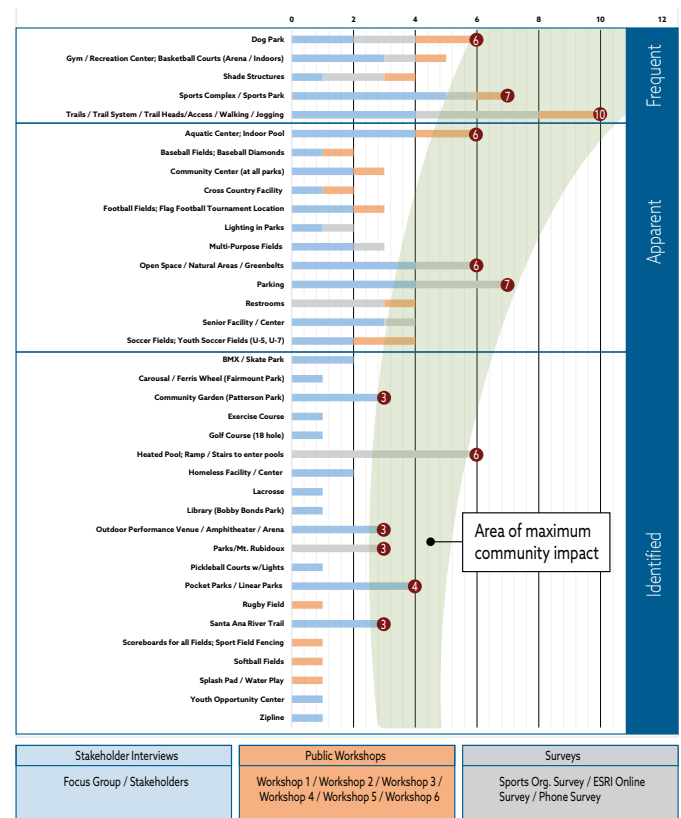
Phase IV - Needs Analysis and Recommendations



Tool 9 Recommendations and CIP

RJM will provide a complete recommendation action plan outlining the park infrastructure improvements required to meet the needs of the community. Recommendations will be based on research and documented community needs. Specific recommendations may include park and recreation features such as additions, renovations, redevelopments, replacements, decommissioning, maintenance, and improvements of proposed parks, playgrounds, shelters, sports courts, parking lots, and turf reduction.

After the facility needs, community priorities, and public consensus are defined, we will discuss and evaluate with City Staff the short-term, intermediate, and long-term opportunities to create new community recreation facilities. This may include evaluation of areas such as drainage or flood control sites, vacant land, or reuse of existing park land as well as potential new or enhanced partnerships to maximize the communities existing resources.



Sample of Engagement Needs Matrix

Consultant shall further refine the list to create a 10-year priority CIP Plan and a detailed implementation schedule for first 5 years, including priority projects. The plan shall take into account immediate and long-range budget projections, planning staffing needs and operational resources.

Phase V - Management, O&M, and Financial Analysis



Tool 10 Policy Review and Recommendations

The purpose of this task is to provide, recommend, and establish coordination between the Parks Master Plan and Hermosa Beach's General Plan. This will include proposed modifications, amendments, or revisions to the General Plan.

The Consultant shall review Hermosa Beach's planning and development ordinances pertinent to parks development issues; propose amendments and/or new ordinances as needed to accomplish parks development goals and objectives.

Analyze current facility usage policies and fees for consistency, relevance, and effectiveness. The Consultant will develop an overall operational assessment for efficiencies and best management practices that can be employed to guide the organization including an analysis and identification of core recreation services, effective resource allocation, cost recovery, and pricing strategies that take into consideration community wide benefits vs. individual benefits. Recommended broad strategies for improvement or elevation of current operations to a best practice level will be presented that will apply to:

- Pricing strategies for facilities and programs
- Staffing standards for recreation services used by the community
- Inventory of potential community partnerships and outside providers



Tool 11 Operations and Maintenance Plan

Prepare an Operation and Maintenance plan for the grounds and buildings maintained by the City. The plan will identify routine and preventative maintenance schedules/programs, work management, asset lifecycle management, and performance measurements. Operation and Maintenance Plan will include maintenance specifications and a proposed scope of work for park maintenance including a schedule of park maintenance services.

Consultant shall provide an evaluation of current staffing levels and organizational structure based upon the existing department and potential growth with the development of this master plan. An evaluation and analysis of current management and operations practices will be provided, giving specific attention to parks maintenance and staffing (consideration should be given to contract maintenance vs. in-house staffing) with recommendations pertinent to future growth of parklands, buildings and facilities, and related services.

Operations and Maintenance Plan will propose the development and operation of a sustainable park system for the City of Hermosa Beach identifying a vision, goals, and objectives for a park system that addresses environmental and economic sustainability. Recommendations can be prepared for specific sustainability practices for both new and rehabilitation projects, including ongoing sustainable operation and maintenance practices for incorporation into future bid requirements for maintenance suppliers, as well as design and construction guidelines for proposed new projects or project improvements that address environmental and economic sustainability goals.

Propose cost-effective funding levels necessary to adequately sustain quality, safe, and cost-effective maintenance operations and practices and sustain recommended levels of maintenance and service. NRPA "levels of maintenance standards" should be used to help define recommendations.



Tool 12 Financial Plan Review and Recommendations

The Consultant will conduct an analysis of existing financial plans developing a Financial Plan with recommendations applicable to addressing the updated financial needs and priorities for the City of Hermosa Beach. Review and discuss existing funding mechanisms and cost recovery practices for recreation programs and services; and recommend appropriate levels of cost recovery through fees. Recommendations should balance cost recovery with issues of affordability.

Provide a thorough analysis of existing funding practices, sources of funds including user fees and impact fees, and funding levels for parks, recreation, community service facilities and programs. Identify new or alternative sources of funds that might reasonably be developed to supplement existing funding methods and identify new funding practices that might present long-term funding stability.

Phase VI - Report Development



Tool 13 Report Development and Documentation

Master Plan Report Development

The draft report will summarize all information gathered in inventory tasks, analysis, funding opportunities, phasing, community priorities and other data as appropriate. Recommend levels of recreation and park facilities shall be presented graphically and demonstrate distribution of service and opportunity. A list of site-specific projects, acquisitions, and services shall be generated and prioritized.

Following a City Staff review, RJM will conduct a virtual meeting with City Staff to review and discuss refinements to the draft report. Upon receipt of one set of non-conflicting comments from the City, we will revise the document. The RJM Team will then incorporate City refinements and submit the Second Draft for staff review. Once the Second Draft has been reviewed and non-conflicting comments are received, a final Draft will be developed and formatted for delivery. All original detailed research and summary reports will be cataloged in an Appendix Document.

Public Meetings and Presentations

RJM will prepare a PowerPoint presentation summarizing the Final Report and present the final draft Master Plan to the City Council for review, comment, and final direction. Included in this proposal is in person attendance at one Parks, Recreation, and Community Resources Advisory Commission, one Public Works Commission Meeting, one joint meeting, and one for presentation and findings of the Parks and Recreation Master Plan.





Project Management Plan

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Phase I: Project Management (Tool 1)												
Tool 1: Scalable Project Management	○	●	●	●	●	●	●	●	●	●	●	
Phase II: Existing Conditions Analysis (Tool 2 - 5)												
Tool 2: Existing Documentation Review												
Tool 3: Inventory of Parks, Facilities, and Programs												
Tool 4: Demographic Assessment												
Tool 5: Local Trends												
Tool 6: Custom Park Standards Calculations												
Phase III: Public Outreach and Engagement (Tool 7)												
Project Website Development												
Stakeholder Interviews												
Workshop ONE												
Workshop TWO												
Workshop THREE												
Statistically-Valid Multi-Modal Phone Survey												
Phase IV: Needs Analysis and Recommendations (Tool 8- 9)												
Tool 8: Community Needs Assessment												
Tool 9: Recommendations & CIP												
Phase V: O & M, Policy, and Funding Analysis (Tool 10 - 12)												
Tool 10: Policy Review and Recommendations												
Tool 11: Operations and Maintenance Plan												
Tool 12: Financial Plan Review and Recommendations												
Phase VI: Report Development (Tool 13)												
Tool 14: Report Development and Documentation												

- M Month
- Kick Off Meeting (In-Person)
- Project Review Meeting (Virtual)
- ▲ Presentations (In-Person)

Project Management Plan (continued)

COMMUNICATIONS APPROACH

An assigned Project Manager from RJM Design Group for the specific project will be the main point of contact with the City for the life of the project. RJM Design group will act as the project lead and main coordinator for all project deliverables. All communications from sub consultants will be conducted through RJM Design Group.

1. Consultants can participate in online virtual meetings via Zoom, Microsoft Teams, or other video conferencing applications. Meetings to be held at regular intervals during the early phases of the project and continue on an as-needed basis thereafter to assess progress and provide direction throughout the performance of the services and preparation of the project deliverables.
2. RJM will prepare all meeting agendas for identified scheduled meetings with the City and provide a summary of key issues with action items (meeting notes) discussed at each meeting.

QUALITY ASSURANCE

The success of RJM Design Group can best be measured by our numerous long-term relationships with our valued clients. In order to foster these relationships, our goal is to produce a high-quality product in the most effective manner possible by utilizing our proven QA/QC procedures.

Our Quality Assurance Program is process-oriented and begins with experienced staff along with our firm's commitment to ongoing education. Our experience is based on hundreds of successful projects and gratified clients. Our staff is encouraged to continually pursue expanding their current knowledge base in order to allow us to be at the forefront of our industry. Continuing education is pursued in the following areas:

- **AIA** – American Institute of Architects
- **Arborist Certification**
- **ASLA** - American Society of Landscape Architects
- **CPSI** – Certified Playground Safety Inspector
- **LEED** – Sustainable Practices
- **PSMJ** – Project Management
- **QSP and QSD** – Qualified SWPPP Practitioner and Developer
- **STMA** - Sports Turf Managers Association

In addition to our well-educated and seasoned professionals is our thorough understanding of the project development process. This allows us to share information with our consultant team and clients so that our projects evolve in a proactive and well-orchestrated manner. Communication among staff, team members and client include the following project parameters:

- **Project Goals** – clearly identified.
- **Program Needs** – confirmed with the client.
- **Schedule** – a project schedule is established at the onset which outlines the process evolution, major milestones, submittal dates, reviews, approvals, bid, construction, project opening, one-year follow up/review.
- **Budget** – understanding the budget is critical to a project's success. The project budget is clarified (client staff, consultant fees, entitlement costs, construction costs, etc.) versus construction budget.
- **Construction Estimates** – RJM maintains an extensive library of unit costs that are acquired through our numerous public bids, as well as from specialty consultants and independent cost estimators. This allows our preliminary opinion of probable construction costs to accurately reflect the anticipated contractors' bids.

Our office environment is an open studio that allows for continual sharing of ideas and collaboration between our experienced principals, project managers, and staff members. We believe that this interaction promotes effective communication that is vitally important to the success of every project. Team meetings are scheduled at regular intervals to ensure that accurate communication on key project aspects is shared and understood. Other methods of project communication include email, telephone/conference calls, in-person meetings, and video-conferencing, as appropriate.

Noteworthy to RJM and unique when compared to other firms, is that the same design team, individual staff members responsible for all preliminary design phases, will continue on and retain responsibility for the preparation of the final construction documents. We believe that this approach allows for a more consistent and accurate method of ensuring that all of those special details discussed in the design phase are carried throughout the final construction document process. This method is fundamental for maintaining quality assurance, limiting change orders, and effectively controlling construction costs.

The continual monitoring of project evolution provides the ability to confirm that appropriate progress is being made on an ongoing basis. This review is instrumental in confirming that project goals, program needs, schedules and budgets are as intended and that unforeseen changes, "curve balls", do not occur inappropriately.

QUALITY CONTROL PLAN

Our open office "bullpen" setting is especially conducive to regular milestone reviews and monitoring of a project. This review plays a central role in our quality control effort. The importance of plan review, checking, and cross-checking cannot be overemphasized, given the complexity and time constraints under which construction documents are often produced. Our review benchmarks include:

- Documents are comprehensively checked at key milestones and regular intervals.
- One person checks all important dimensions, gradients and utility infrastructure.
- The person responsible for the drawings reviews the specifications, and the specifier reviews the drawings.
- Regular consultant team meetings are held to review the documents produced by each for coordination (utility, civil, electrical, etc.)
- The Principal Landscape Architect will be ultimately responsible for all work produced under his or her direction. A constant review process is implemented in all phases of the work.

The Client is involved in reviewing plans at regular intervals and approving the construction documents before they are issued for bid.

Another integral component in our quality control process is the utilization of our "RJM lessons learned checklist." This checklist contains the learning experiences that we have encountered over 34 years of project development. It is a useful tool that allows us to systematically review our work and that of our consultant team to ensure that we are applying the collaborative experience learned to the benefit of our projects.

In addition to our in-house quality control efforts, we are also continually learning and applying the ongoing "lessons learned" from our outside plan check services provided to multiple agencies. This methodical approach to outside projects gives us the unique advantage of reviewing our own plans and specifications with an impartiality that allows for a fresh and unbiased evaluation.

Experience & Qualifications

Our experience with local communities
can help your city's future planning efforts.



email | rjm@rjmdesigngroup.com

website | rjmdesigngroup.com

Agencies Served

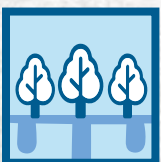
Aliso Viejo
Azusa
Banning
Brentwood
Carson
Chino Hills
Costa Mesa
Cypress
Dana Point
Downey
Goleta
Huntington Beach
Jurupa Community Services
District
La Quinta
Laguna Woods Village
Laguna Hills
Laguna Niguel
Lake Mission Viejo Association
Livermore
Manteca
Menifee
Murrieta
Norwalk
Pasadena
Pleasant Hill
Pleasanton
Pomona
Rancho Mission Viejo
Riverside
Rocklin
Roseville
Sacramento
San Bernardino
San Dimas
San Fernando
San Juan Capistrano
Santa Barbara County
Santa Clarita
Santa Maria
Stanton
Temecula
West Hollywood
Woodland
Yucaipa



Population Served:
3,638,331 people



Agencies Served:
41+ agencies



Parkland Inventoried:
56,664 acres



Years of Planning:
35 years

Relevant Experience



Parks, Recreation & Community Services Master Plan

Carson, CA

Status: Completed 2022
Client: The City of Carson
Project Date: August 2021 to July 2022
Size: 19.2 square miles
Population: 93,184
Project Cost: \$230,940.00

Client Reference

Michael Whittiker, Jr., Director of Parks, Recreation & Community Services, City of Carson
phone: (310) 847-3570 Ext. 3571
email: MWhittiker@carsonca.gov

Project Summary

RJM Design Group developed the City's first Parks and Recreation Master Plan. The process commenced with an inventory and assessment of the existing parks, recreation facilities, and program opportunities available within the City. Projected population growth, housing units, age distribution, and median income were some attributes that helped to identify the demographic characteristics of the resident population. The existing inventory and demographic analysis provided the foundational understanding of the community. The community outreach provided multiple opportunities to engage the community members and included a project website, online feedback comments, a statistically valid, multimodal survey, stakeholder interviews, three (3) community online surveys, a sports organization questionnaire, and six (6) in-person community workshops. Key strategies were developed to address each facility and program recommendation. Current capital improvement projects and costs for the recommendations were outlined in the report. Funding sources and strategies were identified to assist in the implementation of the recommendations.

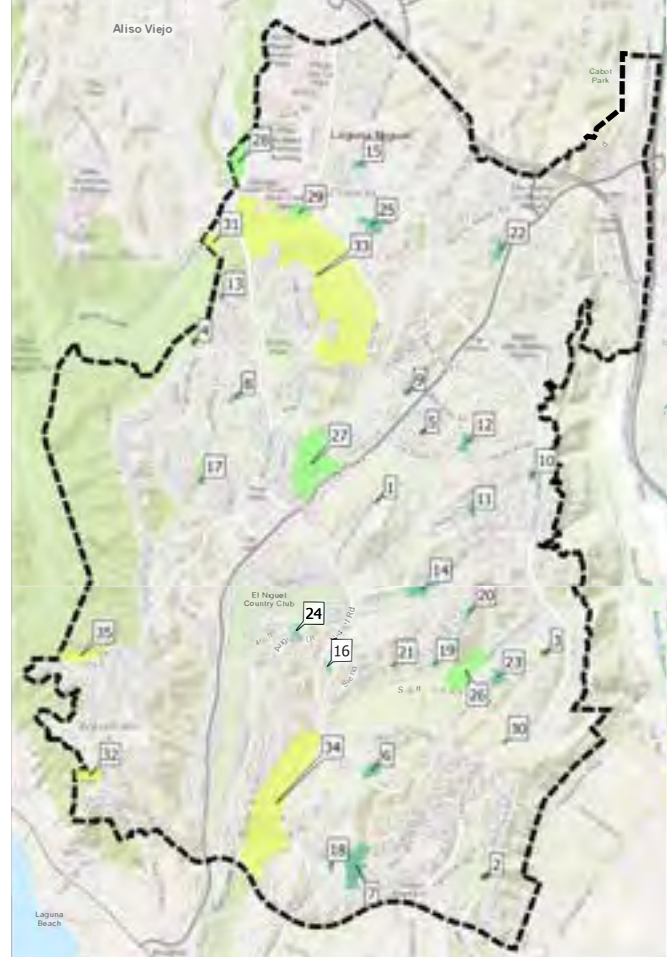
Project Team

Principal: Zachary Mueting
Project Manager: Kristen Schnell
Senior Associate: Tim Gallagher
Survey Specialist: Adam Probolsky

27 | City of Hermosa Beach • Parks & Recreation Master Plan



Relevant Experience



Citywide Park Needs Assessment

Laguna Niguel, CA

Status: Completed 2022
Client: The City of Laguna Niguel
Project Date: July 2021 to April 2022
Size: 14.79 square miles
Population: 65,952

Client Reference
Ron Rivera
Parks and Recreation Director
City of Laguna Niguel
phone: (949) 425-5148
email: RRivera@cityoflagunaniguel.org

Project Summary

The Laguna Niguel Citywide Park Needs Assessment serves as a guide and implementation tool for the management and development of parks and recreation facilities throughout the City. The process began with a review of pertinent planning documents, existing park resources, and recreation opportunities. Following the initial inventory an extensive community outreach campaign was developed. In-Person and live streaming online video presentations, one on one stakeholder interviews, public online surveys, direct website feedback, and a statistically valid multi-modal survey was conducted to clearly analyze the community recreation demand in the City. The project website enabled community members to review updates and provide immediate feedback at any point in time. The following are key strategies developed to balance the available inventory with the community recreational desires: provide sustainable sports facility management, increase park quality to strengthen community ties and bring diverse populations together, promote community connectivity to nature through an extensive trail network and trail events, and celebrate Laguna Niguel history and local identity.

Project Team

Principal: Zachary Mueting
Project Manager: Kristen Schnell
Survey Specialist: Timothy McLarney



Parks and Recreation Needs Assessment

San Dimas CA

Status: Completed 2020
 Client: The City of San Dimas
 Project Date: April 2020 to December 2020
 Size: 15.4 square miles
 Population: 34,966

Client Reference
 Scott Wasserman
 Director of Parks and Recreation
 City of San Dimas
 phone: (909) 394-6233
 email: swasserman@sandimasca.gov

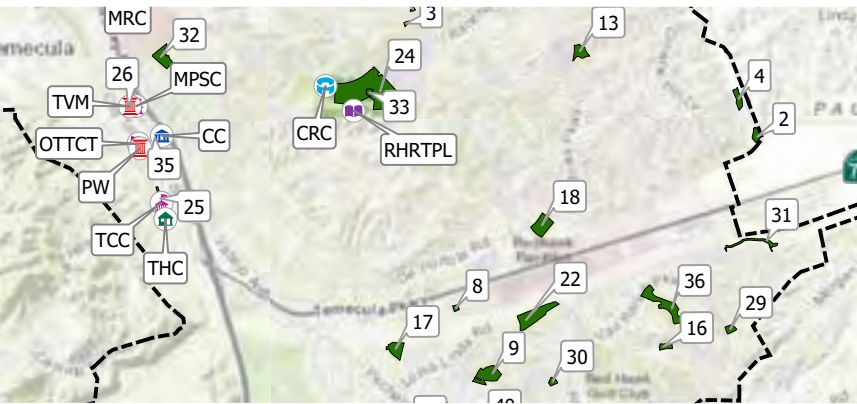
Project Summary

The San Dimas Parks and Recreation Needs Assessment clearly defines the parks and recreation facility needs of the community and identifies surpluses and deficiencies with existing facilities. This project included a comparison of the City's department organization, staffing, parks and recreation amenities, and programs to ten (10) comparable cities to establish a benchmark comparison. The community engagement process included stakeholder interviews, 3 virtual town hall meetings, a sports organization survey, and a statistically-valid multi-mode survey. Custom park standards were calculated based on the actual participation of San Dimas residents. A program inventory and evaluation were conducted on the existing programs and services offered. A final community workshop prioritized current and future park and recreation needs using a virtual meeting platform. Recommendations included key strategies, funding sources and CIP plan. The final report is a roadmap to guide the development of San Dimas' Parks and Recreation Services now and into the future.

Project Team

Principal: Zachary Mueting
 Project Manager: Kristen Schnell
 Survey Specialist: Adam Probolsky

Relevant Experience



Community Services Master Plan

Temecula, CA

Status: Completed 2020
Client: The City of Temecula
Project Date: May 2019 to August 2020
Size: 37 square miles
Population: 114,327

Client Reference
Kevin Hawkins
Director of Community Services
City of Temecula
phone: (951) 694-6480
email: kevin.hawkins@cityoftemeculaca.gov

Project Summary

The Master Plan process commenced with an examination of the characteristics that define the community, and an inventory of the existing recreational opportunities and resources available within the City. Temecula's Community Services Department includes Arts and Culture, Homeless Outreach, and Library Services. The City prides itself on providing inclusive services for the disabled, veterans, and the senior populations. Established methods of community involvement included a multi-modal survey, stakeholder interviews, focus groups, a sports organization questionnaire, and ward specific community workshops. Community issues, recreational facility and program usage patterns and the community needs for parks and recreation facilities were developed. Identified needs, facility usage patterns, recreation standards and population projections provide the basis for the quantification of facilities required to meet identified community needs were identified. Trail connections and regional trail goals were identified. The final report includes inventory, assessment and recommendations for parks, recreation facilities, programs, trails, arts and culture, and staffing evaluation. Operations and maintenance recommendations as well as a financial strategy plan summarizes an implementation plan for the City.

Project Team

Principal: Zachary Mueting
Project Manager: Kristen Schnell



Comprehensive Parks, Recreation & Community Services Master Plan

Riverside, CA

Status: Completed 2019
 Client: The City of Riverside
 Project Date: June 2018 to December 2019
 Size: 81.5 square miles
 Population: 327,728

Client Reference
 Adolfo Cruz
 Director of Parks, Recreation & Community Services
 City of Riverside
 phone: (951) 826-2075
 email: AdCruz@riversideca.gov

Project Summary

The Master Plan process commenced with an examination of the characteristics that define the community, and an inventory of the existing recreational opportunities and resources available within the City. The inventory and analysis provided the foundational understanding of the community and serves as the starting point from which community members are engaged and their needs are identified. Established methods of community involvement included a community wide telephone survey, stakeholder interviews, focus groups, GIS community online survey, a sports organization questionnaire, and ward specific community workshops which provided multiple opportunities to engage the community members, and multiple measures from which a broad understanding of community issues, recreational facility and program usage patterns and the community needs for parks and recreation facilities is developed. Identified needs, facility usage patterns, recreation standards and population projections provide the basis for the quantification of facilities required to meet identified community needs. Facility recommendations are derived based on priority of needs, then general cost for recommendations are identified. A full CASp report was also prepared as part of this project.

Project Team

Principal: Zachary Mueting
 Project Manager: Kristen Schnell



Open Space Master Plan of Parks & Recreation

Costa Mesa, CA

Status: Completed 2018
 Client: The City of Costa Mesa
 Project Date: April 2017 to October 2018
 Project Size: 15.8 square miles
 Population: 113,825
 Contract Amount: \$99,785

Client Reference
 Jason Minter
 Parks & Community Services Director
 City of Costa Mesa
 phone: (714) 754-5065
 email: jason.minter@costamesaca.gov

Project Summary

The City of Costa Mesa is a coastal community with a very diverse, built-out population of over 113,000 residents. RJM Design Group was contracted to develop the cities original Parks Master Plan in 2002. After successfully following the document the city again contracted RJM to update the document for the next 15 years.

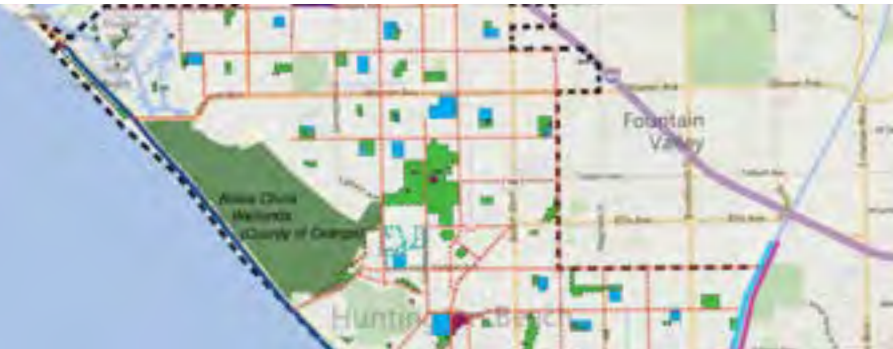
The project included complete inventory and assessment of all the recreation facilities and programs, extensive community outreach, stakeholder interviews, and workshops. The resulting document concluded in recommendations for maintenance and operations, funding sources, prioritized facility improvements, park facility and rehabilitation cost estimates, as well as a six year capital improvement plan.

Costa Mesa's Park Master Plan is a community supported city wide plan that will continue to guide the successful development of the parks and recreation facilities in Costa Mesa for the another 15 years.

Project Team

Principal: Zachary Mueting
 Project Manager: Kristen Schnell

Relevant Experience



Parks & Recreation Master Plan

Huntington Beach, CA

Status: Completed 2016
Client: The City of Huntington Beach
Project Date: November 2015 to January 2016
Size: 32.1 square miles
Population: 201,874
Contract Amount: \$220,800

Client Reference
Chris Slama
Director of Community Services
City of Huntington Beach
phone: (714) 536-5495
email: cslama@surfcity-hb.org

Project Summary

Nicknamed "Surf City" for its beautiful wide beaches and consistently breaking surf. The City of Huntington Beach has a large and well-established park system with over seventy five (75) parks and numerous community recreation buildings. The City contracted RJM Design Group to update its existing Parks and Recreation Master Plan. The first phase of the project included a background review of the demographics and community trends and their impact on the park system. The second phase involved a detailed inventory of the facilities and programs currently provided in the City, as well as a gap analysis of the existing facilities to determine locations where recreational opportunities are needed. The third phase included a thorough public involvement process including executive interviews, sports organization questionnaire, telephone survey, and public workshops. The fourth phase looked at the demand and needs for facilities based on the inventory of existing facilities and the data derived from the prior phases. Recommendations included an opportunities feasibility analysis, acquisition plan, cost estimates, capital improvement plan, and sustainable practices/maintenance and operations management plan.

Project Team

Principal: Zachary Mueting
Project Manager: Kristen Schnell

References

RJM DESIGN GROUP, INC. offers its clients personalized service that is delivered on time and within budget. The principals of RJM maintain personal involvement in all aspects of the project. Our success is based on our ability to perform, meeting the needs of the client and the project. Please feel free to contact all our references as we are sure they will share their success stories of projects we have helped them accomplish.

"The Master Plan Update was long overdue. RJM Design Group produced a strong product. The participation process will make this report a useable document that will not just sit on a shelf."

- Kevin Hawkins, Community Services Director
City of Temecula

"Thank you so much for providing such a detailed report. I appreciate this report gives us feedback on what our community wants and strategies on how to implement those."

- Sandy Rains, Mayor Pro Tem
City of Laguna Niguel



Agency Name & Contact Information:

Michael Whittiker, Jr.
Director of Parks, Recreation &
Community Services
CITY OF CARSON
phone: (310) 847-3570 Ext. 3571
email: MWhittiker@carsonca.gov

Budget: \$230,940 Services:

Parks, Recreation & Community Services
Master Plan
August 2021 - July 2022
Link to report: <https://rjmdesigngroup.sharefile.com/d-s47ced952dca941b08605fae94b9a8319>



Agency Name & Contact Information:

Ron Rivera
Parks and Recreation Director
CITY OF LAGUNA NIGUEL
phone: (949) 425-5148
email: RRivera@cityoflagunaniguel.org

Budget: \$146,810 Services:

Citywide Park Needs Assessment
July 2021 - April 2022
Link to report: <https://rjmdesigngroup.sharefile.com/d-s6ecf455b6119459e9dd72ec226f2c72>



Agency Name & Contact Information:

Scott Wasserman
Director of Parks & Recreation
CITY OF SAN DIMAS
phone: (909) 394-6233
email: swasserman@sandimasca.gov

Budget: \$115,275 Services:

Parks and Recreation Needs Assessment
March 2020 - December 2020
Link to report: <https://rjmdesigngroup.sharefile.com/d-se45919b2aa9d4bbcb833cf157995b128>



Agency Name & Contact Information:

Kevin Hawkins
Director of Community Services
CITY OF TEMECULA
phone: (951) 694-6480
email: kevin.hawkins@cityoftemecula.gov

Budget: \$276,000 Services:

Community Services Master Plan
April 2019 - February 2020
Link to report: <https://temeculaca.gov/DocumentCenter/View/11006/Temecula-Community-Services-Master-Plan>



Agency Name & Contact Information:

Jason Minter
Parks & Community Services Director
CITY OF COSTA MESA
phone: (714) 754-5065
email: jason.minter@costamesaca.gov

Budget: \$161,270 Services:

Open Space Master Plan of Parks and
Recreation Update
January 2017 - June 2018
(currently updating outreach only)
Link to report: <http://ftp.costamesaca.gov/costamesaca/council/agenda/2018/2018-02-13/SS-1-Attach-4.pdf>



Agency Name & Contact Information:

Chris Slama
Director of Community Services
CITY OF HUNTINGTON BEACH
phone: (714) 536-5495
email: cslama@surfcity-hb.org

Budget: \$211,000 Services:

Parks and Recreation Master Plan
April 2015 - July 2016
(currently updating)
Link to report: <https://www.huntingtonbeachca.gov/announcements/attachments/Parks-and-Recreation-Master-Plan-Rev2016.2.5.pdf>

Key Personnel



Zachary Mueting, LLA LEED AP (BD+C)

Principal In Charge

RJM Design Group, Inc.

Zachary Mueting has been with RJM Design Group since 2005. Zachary is a licensed Landscape architect with a strong background in recreation planning and design. Combining degrees in computer science, a masters in landscape architecture, and over 15 years of community engagement experience, Zachary has developed the most detailed community engaged master planning product available. Furthering that achievement Zachary has implemented a master planning toolkit approach with several of RJM's long term clients.

Zachary's experience, education, professional accreditation, and publication of community consensus building techniques enables him to fulfill his role assisting with community outreach, landscape planning and design services and achievement of appropriate design solutions that create community.

Licenses

Landscape Architect / CA 5731

Education

Masters Degree,
Landscape Architecture,
California State Polytechnic
University, Pomona, CA

Bachelor of Science,
Information Technology,
Colorado Technical University, CO

Bachelor of Science,
Information Systems Management,
Colorado Technical University, CO

Related Project Experience

- Parks, Recreation & Community Services Master Plan, Carson, CA
- Citywide Park Needs Assessment, Laguna Niguel, CA
- Parks and Recreation Needs Assessment, San Dimas, CA
- Community Services Master Plan, Temecula, CA
- Comprehensive Parks, Recreation, and Community Services Master Plan, Riverside, CA
- Parks and Facilities Condition and Utilization Assessment, Cypress, CA
- Update of Open Space Master Plan of Parks and Recreation, Costa Mesa, CA
- Parks, Trails, Open Space, and Recreation Master Plan, Menifee, CA
- Parks and Open Space Master Plan, Downey, CA
- Park and Recreation Master Plan, Huntington Beach, CA
- Recreation Needs Assessment, Goleta, CA
- Jurupa Community Services District Parks and Recreation Master Plan, Eastvale, CA
- Parks, Recreation, Trails, and Open Space Master Plan Update, San Bernardino, CA
- Parks and Recreation Master Plan, Murrieta, CA
- Parks and Recreation Master Plan, Banning, CA
- Chino Hills Parks & Recreation Open Space Master Plan Update, Chino Hills, CA
- Parks, Recreation, Trails, and Open Space Master Plan Update, Santa Clarita, CA
- Aliso Viejo Community Association Parks & Recreation Master Plan, Aliso Viejo, CA
- Laguna Woods Village Recreational Needs Assessment, Laguna Woods, CA
- Long Range Master Plan, Lake Mission Viejo Association, Mission Viejo, CA



Kristen Schnell

Project Manager/Research Analyst
RJM Design Group, Inc.

Kristen Schnell has over 20 years of experience working on Parks and Recreation Master Plans. Her responsibilities include tracking all pertinent data and distributing to the consultant team, tracking project schedule and ensuring target dates are met, day-to-day correspondence, preparing summary reports & exhibits, preparing for and attending community outreach events, and preparation of the master plan report.

In addition, Kristen has considerable experience working within the processing systems of several California jurisdictions. She is currently pursuing her AICP certification and is a member of the American Planning Association.

Education

Bachelor of Science, Biology
University of California,
Santa Cruz, CA

Related Project Experience

- Parks, Recreation & Community Services Master Plan, Carson, CA
- Citywide Park Needs Assessment, Laguna Niguel, CA
- Parks and Recreation Needs Assessment, San Dimas, CA
- Community Services Master Plan, Temecula, CA
- Comprehensive Parks, Recreation, and Community Services Master Plan, Riverside, CA
- Senior Center Needs Assessment, Tustin, CA
- Parks Recreation Master Plan, Banning, CA
- Parks and Recreation Master Plan Update, Murrieta, CA
- Parks, Trails, Open Space and Recreation Master Plan Update, San Bernardino, CA
- Parks, Recreation, and Open Space Master Plan Update, Santa Clarita, CA
- Parks, Recreation and Open Space Master Plan Update, Chino Hills, CA
- Parks, Recreation, and Open Space Master Plan, Dana Point, CA
- Recreation Needs Assessment for Laguna Woods Village (age-restricted community), PCM, Inc.
- Recreation and Parks Master Plan, Pasadena, CA
- Parks and Recreation Master Plan Update, Aliso Viejo Community Association, Aliso Viejo, CA
- Recreation, Parks, Green Space and Family Services Master Plan, Azusa, CA
- Update of Open Space Master Plan of Parks and Recreation, Costa Mesa, CA
- Parks and Recreation Master Plan, Norwalk, CA
- Recreation Needs Assessment, San Juan Capistrano, CA
- Parks and Recreation Master Plan, Yucaipa, CA
- Recreation Needs Assessment, West Hollywood, CA
- Parks and Recreation Master Plan, La Quinta, CA

Key Personnel (continued)



Timothy A. Gallagher

Recreation Programming/Senior Associate
RJM Design Group, Inc.

Timothy A. Gallagher has considerable expertise in parks and recreation management gleaned from more than thirty-five years of public agency management experience and numerous Board positions with industry associations and interest groups. Tim will spearhead many of the tasks outlined in our scope of work including the review of current practices and policies, operations and maintenance evaluation, identifying best management practices, and developing the new policies for the City .

As a Manager or Department head for Parks and Recreation agencies in Seattle, Washington and Los Angeles County Director of Parks and Recreation, Tim had responsibility for long-range planning, park and facility development, program development and operations, and maintenance of parks and community facilities. This experience includes leadership of the development of Strategic Action Plans for Los Angeles County Department of Parks and Recreation and the City of Seattle Department of Parks and Recreation. Tim's agency experience has also provided him the opportunity to gain familiarity with various funding and financing tools, as well as processing Plans for approval and successful submission of grant requests.

Education

- M.A. Parks & Recreation Administration, CSU Chico
- B.A. Sociology / UC Los Angeles

Professional and Civic Positions

- Board Member, California Council of Land Trusts
- Legislative Chair—California Parks & Recreation Society Legislative Committee. 2000-2005
- Instructor, Cal Poly San Luis Obispo

Related Project Experience

- Parks and Recreation Master Plan, Huntington Beach, CA
- Parks and Recreation Master Plan, Goleta, CA
- Livermore Maintenance Evaluation, included in Recreation and Parks District, Parks and Recreation Master Plan, Livermore, CA
- Jurupa Community Services District Maintenance Evaluation, included in Parks and Recreation Master Plan
- Jurupa Community Services District, Maintenance and Operations Manual
- Pleasant Hill Park Maintenance Fiscal Evaluation as part of the Strategic Business Plan 2012/2013
- Pleasanton Parks and Recreation Master Plan included Maintenance Evaluation, Pleasanton, CA
- Santa Maria Leisure Needs Assessment and Action Plan Update, included Park Maintenance Evaluation and Sustainability Plan, Santa Maria, CA
- State of Oregon Statewide Comprehensive Outdoor Recreation Plan—Development of chapter on Sustainability in Parks and Recreation
- Strategic Action Plan, Seattle, WA
- Pro Parks and Green Spaces Levies Management, Seattle
- Strategic Action Plan, Los Angeles County, CA
- Hollywood Bowl Renovation, Los Angeles
- San Luis Obispo County Open Space Trails Plan



Probolsky Research is a Latina- and Woman-owned California Certified Small Business Enterprise (Supplier # 11154461)

Adam Probolsky

Survey Specialist

Probolsky Research

Adam Probolsky has acted as pollster and strategic advisor on hundreds of local, county and statewide ballot measures and candidate and outreach campaigns. Additionally, he has been a key advisor to his firm's clients on matters of public policy, legislation and business strategy.

Probolsky was a planning commissioner and finance commissioner in the City of Irvine. He was also a member of the Orange County Waste & Recycling Commission overseeing landfills, recycling programs, waste hauling companies and power generating facilities, and he is also a former member of the Orange County Transportation Authority's Environmental Mitigation and Oversight Committee. Mr. Probolsky regularly speaks to organizations on local public policy issues such as annexation, government customer service, taxation, infrastructure and recreation.

Established for twenty-seven years, Probolsky Research specializes in opinion research on public policy, with government, corporate, election and non-profit practice areas.

We understand government. Probolsky Research is a medium size firm with a staff of nine. Adam Probolsky (president) is your key contact throughout our relationship. Our work does not end after we deliver our final report – we are available (including in-person meetings) as needed moving forward, at no additional cost to you.

We apply expert methodologies and leverage the right research tool for each situation. Our research services include telephone, online and multi-mode surveys, focus groups and other research.

Related Project Experience

- Parks and Recreation Needs Assessment, San Dimas, CA
- Parks and Recreation Master Plan Update, Huntington Beach, CA
- George Izay Park Master Plan, Burbank, CA
- Parks and Facilities Master Plan, Pomona, CA
- Parks, Recreation, and Community Services Master Plan, Carson, CA



6.3 Required Forms

6.3.1 Certification of Proposal

RFP #: 22-009

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.

By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.

Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.

It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City. The proposal response includes all of the commentary, figures and data required by the Request for Proposal

The proposal shall be valid for 90 days from the date of submittal.

Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: _____

Addendum: _____

Addendum: _____

Addendum: _____

Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:



Printed Name and Title:

Zachary Mueting, Principal

6.3.2 Non-Collusion AffidavitRFP #: 22-009

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'Zachary Mueting', written over a horizontal line.

Printed Name and Title:

Zachary Mueting, Principal

Forms

RFP 22-009

City of Hermosa Beach



6.3.3 Compliance with Insurance Requirements

RFP #: 22-009

The selected Consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.
2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'Zachary Mueting', written over a horizontal line.

Printed Name and Title:

Zachary Mueting, Principal



6.3.4 Acknowledgement of Professional Services Agreement

RFP #: 22-009

The selected Consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

RJM DESIGN GROUP, INC. has established a reputation of integrity and professionalism within our industry. Our due diligence in performing client services begins with our proposal preparation, contract review and negotiation, and carries through to project completion.

We have reviewed the Sample Professional Services Agreement for the Parks and Recreation Master Plan project with the City of Hermosa Beach. As part of this review, we identify items which may not conform to the terms of our insurance coverage and/or to California Civil Code section 2782.8 which regulates contracts between public agencies and design professionals. Upon selection for this project, we would like to discuss the following requested changes pertaining to the Sample Professional Services Agreement. All suggested additions and/or deletions to the contract language are in blue.

Page 23 of 36 – Recitals; C.; (line 1):

The Consultant warrants represents to the City ...

Page 24 of 36 – Time of Performance, (line 1):

The services of the CONTRACTOR CONSULTANT are to commence ...

Page 24 of 36 – Permits and Licenses, (line 1):

CONTRACTOR CONSULTANT will obtain and maintain during ...

Page 24 of 36 – Termination, (line 5):

In the event of such termination, the CONTRACTOR CONSULTANT shall cease ...

Page 24 of 36 – Indemnification, (line 1):

CONSULTANT shall indemnify, defend with counsel approved by CITY, and hold harmless ...

Page 25 of 36 – Indemnification, (line 3):

... CONSULTANT's negligent acts, errors, or omissions in its performance of work hereunder...

Page 26 of 36 – Insurance Requirements, Workers Compensation Insurance; (line 4):

... policies must be received by the CITY at least thirty (30) days prior to such change or at least ten (10) days if due to non-payment of premium. The ...

Page 26 of 36 – Insurance Requirements, Workers Compensation Insurance; (line 6):

... employees, and volunteers for losses arising from work performed by the CONTRACTOR CONSULTANT for City.

Page 26 of 36 – Insurance Requirements, Professional Liability Coverage; (line 9):

... expires or is terminated. Such insurance will have at least the same coverage...

Page 27 of 36 – Insurance Requirements, Endorsements; (line 8):

... received by the CITY, or after ten (10) days' notice if due to non-payment of premium.

Signature of Authorized Representative:

Printed Name and Title:

Zachary Mueting, Principal

A large, faint white circle is centered on the page, spanning most of the width and height. Overlaid on this circle is a golden spiral, which starts from a small square at the bottom left and expands outwards in a series of quarter-circles, eventually reaching the edge of the large circle. The spiral is composed of several concentric arcs of varying radii.

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